



MARK-O-POLO
THE MARKETING SOCIETY OF SIBM PUNE

ANNUAL REPORT
2019-2020



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I-Term (July 2019- September 2019)

MindSpark



Mark-O-Polo, in association with SECC, successfully organized MindSpark4.0 – A National Level Inter B-School Case Study Competition. The event was sponsored by Grand View Research, a market research and consulting firm with presence in India and US. The case study challenged B-school graduates to use their business acumen and Entrepreneurship Fervor. The solutions provided through the platform that Mark-O-Polo provided was highly appreciated by the sponsors.

Details: Launched on the widely popular platform – Dare2Compete on 27th July 2019 and the registration window was open for a week and received 879 registrations from the premier B-Schools across India.

Once the registration window closed, an elimination quiz was conducted on 2nd August, 2019. For the next round, top 15 teams were shortlisted. They were given a case study which was to be presented by them in our campus. The case study was a real business challenge faced by Grand View Research.

The final round was conducted on 11th August, 2019 where all the 15 finalist teams were invited to present their solution in front of the CXOs of the company. The jury was extremely impressed by the presentations and gave away prizes worth 40,000 in cash and kind.

The following teams emerged winners:

Winners: Team Blitzkrieg, SIBM Pune

Runner's Up: Team CountMe, NMIMS, Mumbai

SIRP Kit

The summer internship recruitment process forms the first hurdle and milestone later for the first-year students. To buttress the preparations of the first-year students, Mark-O-Polo prepared reading material that covered most of the marketing concepts. The kit contained important marketing content well explained with the help of live industry examples. The topics covered under the kit were as follows:

 	
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MARK UP: SIRP Preparatory Lectures

In another step to assist the first-year students with their Summer Internship Recruitment Program preparation, Mark-O-Polo facilitated a series of lectures as part of its SIRP Preparatory lecture series for knowledge transfer from 2nd year students to the 1st year students.

A host of topics were covered in these lectures by the 2nd year students to ease the SIRP preparation process for the 1st year students like 4P's of Marketing, Porter's Five Forces, STP, BCG, etc.



ToFu: Top of the Funnel

In the two yearlong MBA journey, SIRP is the most important phase. Another way to get one's dream summer internship even before SIRP begins is through corporate competitions. Hence ToFu's 1st session was conducted on 5th July 2019.

ToFu: Top of the Funnel, was a workshop conducted with an aim to equip the students with necessary skills and give them right direction in order to crack competitions. It was a knowledge transfer session from students of MBA-II, who had participated and won several competitions.



J- Term (Oct 2019- March 2020)

Binge! 5.0

Mark-O-Polo invited articles in an article writing competition pen for premier B-Schools across India, for its annual marketing Magazine - BINGE!

“Words are, in my not-so-humble opinion, our most inexhaustible source of magic. Capable of both inflicting injuries, and remedying it.”-Albus Dumbledore

Identifying the individuality that lies within each one of us, we have this year’s theme:

Marketing: Going the archetypes way!

Over 119 registrations were received. The articles were evaluated and top 10 articles were published in the magazine.

Kuhu Mehrotra from SIBM Pune emerged the winner and Arun Rao from NIBM Pune emerged the runner up. Articles of our esteemed faculties Prof. Abhay Kardeguddi, and Prof. Parag Deshmukh were also published. A copy of this magazine will be presented to the director, SIBM Pune and esteemed faculties who contributed to the process.



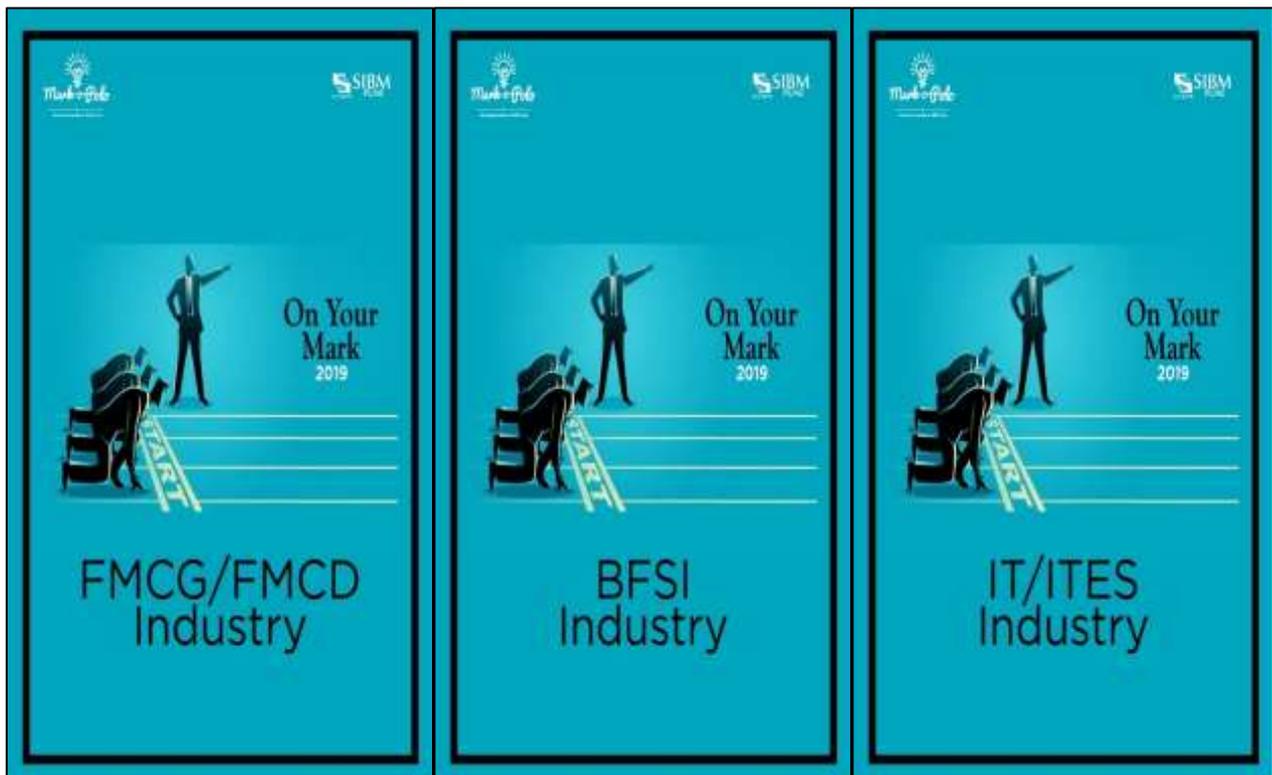
CRP Kit: On Your Mark

Mark-O-Polo designed the CRP kit to help the senior batch with their preparations for the final placements.

This time, instead of sending a cumulative huge CRP kit consisting of data of all the companies, we came up with “**On Your Mark**” series.

The team understands that this preparation is like a race and wishes all the seniors to come out victorious. This series of preparatory material was designed thoughtfully such that sector wise content reaches to the MBA-2 batch and there is no confusion.

The students were sent documents that provided the details of marketing campaigns, strategies and other important news of certain companies in the **FMCG/FMCD, Retail, BFSI, IT/ITES, Pharmaceutical, Manufacturing, Infrastructure, and Telecommunications** sectors.



Social Media Presence

Marketing being the flagship program of SIBM Pune, lands great responsibilities on the shoulders of Mark-O-Polo, the marketing society, to represent the batch well on various social media platforms.

Apart from its presence on Twitter and LinkedIn, Facebook is one of its most actively followed handle- @markopolosibm (Facebook handle) hosts a variety of updates ranging from latest marketing trends and innovative marketing strategies employed by firms nationally and internationally to posting creative advertisement and TVC.

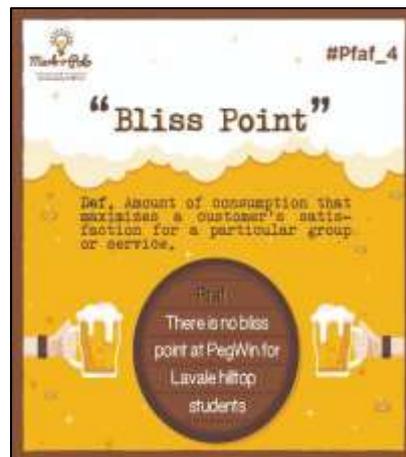
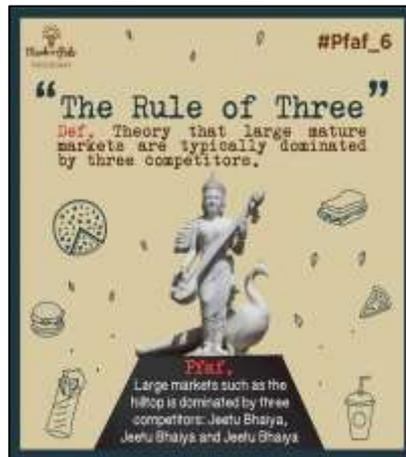
We realized that students log into such sites with an expectation to see some entertaining and relaxing content. In this scenario, posting important happenings of the markets and explaining marketing related topics in a mundane way would have been in vain.

Hence, we revamped our social media content to target students preparing for CRP. Two new series were launched:

- **GyaanOn:** It used to be published on every Sunday of the week. It was a compilation of important news from the marketing and branding sector in an eye- catching format.



- PFaff:** This series was launched to explain some important marketing jargons that we come across in day-to-day life. The basic idea was to give a short and simple definition and relate it to some routine task (campus/course specific) such that people are able to connect the two and understand the term well.



Brand Charades

Mark-O-Polo organised “Brand Charades” on **14th June 2019** at Mid Night Canteen for all the hilltop campuses of SIU, Lavale. It was a fun-filled event to test marketing knowledge of the students in an interesting way.

The event was successful with astounding participation from 130 students from various colleges like SIBM, SIMC, SITM etc.

Students were asked to form teams of 3 each. The event comprised of 3 back-to-back rounds.

Round-1: FunQuiz

- In order to make the quiz interesting as well as convenient for the participants, we abandoned the conventional pen and paper style of quiz and took it at an online platform. – quizizz.com
- 20 fun questions related to brands were asked with a time limit of 10 seconds given to each.

Round-2: LogoShogo

- 12 teams were shortlisted from the previous round.
- One participant from each team was called and an incomplete logo was be shown to him, if he guesses right: +10 marks else 0.
- Then, they were required to act the brand and the team members need to guess it in 1min.

Round-3: The Ultimate Act

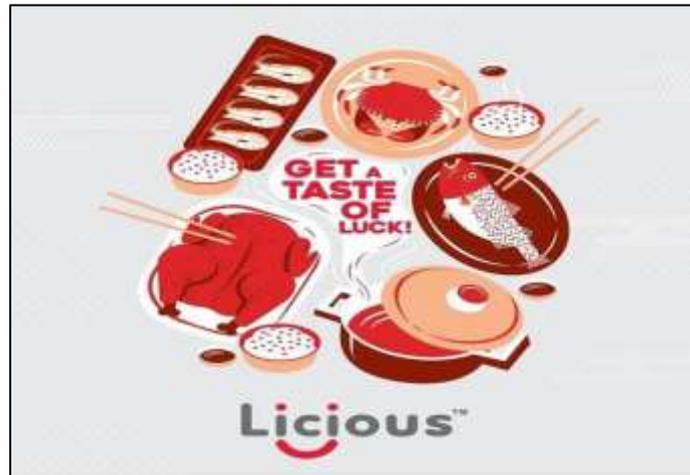
- One participant from each team was asked to pick a chit where the tagline of a particular brand was written.
- The participant was given 15 min to guess the name of the brand associated with the tagline.
- Tagline was supposed to be enacted mandatorily in 1 min (Timing was noted down) and rest of the team members were required to guess the respective Brand, Tagline and Brand Ambassador.



- **Winners and 1st runners up** were announced
- **Special prizes like: Best Acting Award and Best Guess Award** were also given.

BRAND BRAINWAVE

This filler posted regularly on social media provides interesting tidbits and info on brands, their products, and how they operate.



ELEVATE

Provides the latest news in the field of marketing, to keep you abreast of the trends and developments.



KNOWLEDGE KNAPSACK

Provides 'Did you know?' facts in a fun and frolic manner to quench your curiosity on marketing and branding!



LOGO LOGIC

Logo Logic gives the logic and story behind the logos adopted by brands.



TOFU SPECIAL EDITION

Taking ToFu forward, Markopolo conducted a special edition of ToFu where Mr. Shashi Sudhanshu, CEO of Talkd gave the students some Gyan. With Digital Marketing being the talk of the town, Mr Sudhanshu debunked some myths and shared the success story of Talkd.



NutShell

For those who don't want to read Kotler's exhaustive marketing theories, Nutshell is a series of curated marketing content in the form of infographics.



Marketshastra

Mark-O-Polo organized its event at the college's annual flagship management and cultural festival-**Transcend**.

Marketshastra was held on the second day of Transcend - **24th January 2020**. It was a National Level Case Study Competition.



The event witnessed a huge registration from almost 700 teams. There were 3 rounds – 2 off campus and 1 campus round.

- **Round 1:** Online Quiz based on Marketing. Top 30 teams were shortlisted for the second round.
- **Round 2:** Selected teams investigated a live case provided to them and submit a 3- slider power point presentation with their solution. Top 6 teams were shortlisted for the final campus round.
- **Round 3:** Teams battled it out in the presentation round held on campus. The teams were given ample resources for investigation and were given a chance to discuss the problems with the horse's mouth - the CXOs of the company.

From the 6 teams in the on-campus final round, one Winner and one First Runner's up were announced. All the participants were awarded with national finalist certificates and goodies from the sponsors.

HourGlass 5.0



The poster for HourGlass 5.0 features a black background with a subtle grid pattern. At the top left is the Mark-O-Polo logo, and at the top right is the SIBM PUNE logo. The main title 'HOURGLASS' is in large, bold, white letters, with 'AN ONLINE CASE STUDY COMPETITION' in smaller yellow text below it. To the right of the title is a glowing hourglass icon. Below the title is a white rounded rectangle containing '01 HOUR ROUND CASE STUDY' in bold black text. Underneath that, 'CASH PRIZES WORTH INR 12,000!!' is written in bold yellow text. At the bottom left is a circular icon with an hourglass and a refresh symbol. To its right, the registration deadline and competition schedule are listed in yellow text.

Mark-O-Polo
Marketing Society of SIBM Pune

SIBM
PUNE

HOURGLASS
AN ONLINE CASE STUDY COMPETITION

01 HOUR
ROUND
CASE STUDY

CASH PRIZES WORTH INR 12,000!!

Registration Deadline : 6:00 PM, 12th Feb 2020
Competition Schedule : 10-11 PM, 12th Feb 2020

Mark-O-Polo, organized Hourglass 5.0, a lucrative proposition of an online case study competition where teams got one hour to solve the live case about a marketing challenge.

Event Format: **1 round | 1 hour | 1 case study.**

We received a whopping 682 registrations and finally received more than 100 team entries. Of them, our Professor Dr. Preetha Menon selected top 2 entries named Team The Silver Lining, SCAC Puneas as the Winner and Team Perspicacious, IIM Nagpur as the First Runners up.

Suit-Up for Summers



To ensure that the students of the 2019-2021 batch are well prepared for their Summer Internships, Mark-O-Polo organized 'Suit Up for Summers'. It was a series of sessions conducted by students of MBA-II batch to provide key insights on how to gear up for the summer internship and excel at their respective stints in the Corporate World. The Suit-up sessions were scheduled from 21st Feb to 4th March and were open for all specialization.

A total of 8 sessions were conducted with 3 being general topics and rest being specifically from the marketing domain.



SENIOR TEAM



Mansi



Joseph



Shilpa

JUNIOR TEAM



Tanvi



Kshitiz



Srishti



Diptadeep



Soura